



## Oriental Medicine Journal

# ratecard

### Rate Base, Issuance, and Deadlines:

*Oriental Medicine* is published in **January (New Years)**, **February (Water)**, **March (Wood)**, **May (Fire)**, **August (Earth)** and **October (Metal)**; the circulation is 5000. See table below for advertising deadlines.

### Subscription Data:

Published for Acupuncturists, herbalists, massage therapists, medical doctors, chiropractors, health care professionals, nutritionists, martial artists, students, and others interested in alternative health methods.

### Editorial Policy:

Editorial content focuses on herbalism, acupuncture, body work, qi gong, philosophy, translation, and other related aspects of Oriental Medicine. Continuous contact with practitioners determines subject most relevant to their needs. All articles are written and reviewed by appropriate specialists, and/or professionals. Graphic design, and writing styles should suit our mission of offering educational and practical assistance to health-care specialists. The editors reserve the right to edit for content and length.

### Deadlines:

<b>New Years:</b>	Insertion/Materials	<i>January 2</i>
	Publication	<i>January 21</i>
<b>Water:</b>	Insertion/Materials	<i>January 16</i>
	Publication	<i>February 1</i>
<b>Wood:</b>	Insertion/Materials	<i>March 18</i>
	Publication	<i>April 1</i>
<b>Fire:</b>	Insertion/Materials	<i>May 19</i>
	Publication	<i>June 1</i>
<b>Earth:</b>	Insertion/Materials	<i>August 1</i>
	Publication	<i>August 15</i>
<b>Metal:</b>	Insertion/Materials	<i>October 15</i>
	Publication	<i>October 30</i>

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### Requirement for Ad Clearance:

The publisher reserves the right to evaluate advertising copy in light of the magazine's overall character and objectives. Advertising is evaluated by members of the editorial board to determine if it provides a service to health care professionals and is in good taste.

### Preferred Materials:

**Digital layouts** (submitted on disk or via e-mail) **are required for all 4-color ads and for black & white**. All ads must be bordered with a minimum of .25 point border. See Digital Requirements below for disk and file types accepted.

### Digital Requirements:

We accept ads by e-mail to [omjournal@gmail.com](mailto:omjournal@gmail.com) (limit enclosures to 4MB or less) or by disk.

### Disk Formats: CD-ROM

**File Format:** QuarkXPress, Adobe Illustrator, Adobe Pagemake 6.5, Freehand (eps only), or tiff (1200 dpi for black and white tiffs, 300 dpi for gray or cmyk tiffs). Every element in your ad must be provided, including all graphics, logos, photos, and fonts (both screen and printer). A digital proof (matte finish) must be included with color ads. If no proof is supplied, the publisher will accept no responsibility for incorrect color balance.

**Screens Dots per inch:** Halftones are 150 lines per inch.

### Miscellaneous:

*Oriental Medicine*, its publishers, its editors, and its staff shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by *Oriental Medicine*, its government or governmental instrumentality (whether federal, state or local), strikes, accidents, work stoppages, fires, or any other similar or dissimilar circumstance beyond the control of *Oriental Medicine*, its publishers, its editors, or agents. *Oriental Medicine*, its publishers, and its editors shall not be responsible for errors in key numbers or any other typesetting done by or subcontracted by *Oriental Medicine*, and its staff.

**4-Color Advertising Rate:**

	1x	3x	6x
Full Page	\$739	\$679	\$625
Half Page	370	340	328
Third Page	262	238	230
Quarter Page	200	284	175

**4-Color Premium Positions:**

	1x	3x	6x
Inside Cover	1200	1075	950
4th Cover	1550	1175	1050



**Website Advertising:**  
One year listing - \$125.00 per quarter. Advertiser supplies logo for website. OMJ will link logo to your website.

**Practitioners' Corner Listing:**

One year listing (5x) \$100.00.

Size: 2.3125 x 1

(Additional charges for copy change throughout the year)

**Terms:**

Frequency rates are based on contract, which also guarantees rate protection for period of contract. Short rates will apply to unearned frequency discounts.

A finance charge of 2% per month will be applied on all past due balances. Rates are subject to change without notice.

